

THE PRESS

For Community Chest . . .

Torrance Volunteer First To Reach 100 Percent

Thursday is "D Day" for the Community Chest residential campaign in the Los Angeles area.

In Torrance, where the campaign started earlier, doorbells have been ringing for the past week as neighbor called on neighbor for this year's gift—to help support the Chest's 170 charitable agencies.

The Torrance campaign gained momentum during the week as workers started returning their kits after reaching their quotas before the official kickoff.

One volunteer, Mrs. Alex Egnatuk, 4306 W. 177th, has added significance to the Torrance campaign through being first in the Harbor area as well as the Los Angeles area to reach her quota.

Some 835 workers are involved in the residential drive in this area to raise \$8,411.

Specific streets and blocks of houses have been assigned to volunteers to ensure that each house is called on.

Volunteers will continue to call for the next few days on people missed.

The theme stressed in this year's drive, particularly to mothers, is that 80 percent of this year's funds will be allocated for children's health and welfare services.

In a final appeal to her volunteers last week, Mrs. Edward Schneider, residential chairman for Torrance, said "our need is urgent."

She asked volunteers to go out and secure 100 percent of their goal as soon as possible.

"This way we can shorten the campaign and reach our goal first," Mrs. Schneider said.

A recent meeting at the Plush Horse Inn, brought Torrance residential leaders together for a final briefing and marked the kickoff in this area.

The residential part of the Community Chest campaign is the last to kick-off.

Other sections of the United - Way appeal have been at work for several weeks.

The Harbor area report meeting for the residential campaign will be held Nov. 9.

Volunteers from Gardena will attend the noon luncheon at the Ports O'Call Restaurant in San Pedro.

Assessment Standard Suggested

A clear-cut standard for tax assessment levels should be established by constitutional amendment, according to Richard Nevins, Southern California member of State Board of Equalization.

Nevins addressed the County Assessors Association at their annual convention in Palm Springs.

"Property taxpayers need an understandable, flat percentage of market value for tax purposes," Nevins said.

"Time and usage have clouded the meaning of present tax clauses in the State Constitution and Revenue Code so no layman can determine the basis for computing the taxes on his home. Reading them is a waste of time," Nevins concluded.

The courts have done a good job in establishing some standards but modern conditions require a constitutional change voted on by the people. A standard ratio of taxable value to market value should be established in a manner prescribed by the legislature, he said.

Many county assessors use 25 percent now on their own initiative. They subject themselves to litigation. These public officials need the assistance of enabling legislation to perform their job in a way that is fully understood and accepted by the taxpayer, he concluded.

Nevins is chairman of the Board of Equalization's Committee on Assessment Practices.

His studies indicate some 10 other states have passed such measures in recent years, including Oregon.

Legislation incorporating this program will be considered Monday by the Assembly Interim Committee at Inglewood City Hall.

Assemblyman Augustus Hawkins will bring up HR 377 for study that morning.

Report Earnings For Oil Company

Socony Mobil Oil Company, Inc. announced estimated net earnings of \$161.6 million, or \$3.33 per share, for the first nine months of this year.

This is 19 percent over the net of \$135.9 million, or \$2.80 per share, in the corresponding period of 1966.

Earnings for the third quarter of this year were \$52.8 million, or \$1.09 per share, compared with third-quarter 1966 earnings of \$52.5 million, or \$1.08 per share.

President A. L. Nickerson said profits in the third quarter of this year were held down mainly by depressed gasoline prices in the United States. The intense competition that has caused a general softening of gasoline prices has led to price wars in many areas, he asserted.

Net earnings per share are based on an average of 48,607,622 shares outstanding during the first nine months of 1967, and 48,589,543 shares in the like period of 1966.

World-wide operating volumes reached new highs during the first nine months of this year. On the basis of preliminary figures, crude production was up about 5 percent over the corresponding period of 1966.

Refinery runs also rose about 5 percent, with most of the increase overseas. Product sales were nearly 6 percent higher.

Estimated earnings before provision for U.S. and foreign income taxes in the first nine months of 1967 were \$25 million.

\$30 Million Space Lab Opens Today

The \$30 million Space Technology Center at Space Park, Redondo Beach, was opened today with completion and occupancy of the first engineering - research building by engineers and scientists of Space Technology Laboratories, Inc.

An informal ribbon-cutting ceremony participated in by STL officials and civic leaders of the South Bay area preceded the entry into the building by Dr. W. G. Gottlieb, STL space research engineer, who was the first of the company's technical staff to move into the new site.

GROUND BREAKING
STL, subsidiary of Thompson Ramo Woolridge, Inc., broke ground for Space Technology Center last Dec. 7.

When completed, the space industrial complex will house research, development and spacecraft manufacturing facilities on the 110-acre site in Space Park, located on the east side of Aviation Blvd. at Compton Blvd.

The complex will be completed and dedicated in July.

In today's "housewarming" ceremony, F. W. Hesse, STL vice-president, welcomed the guests. Msgr. Daniel Collins, pastor of the Church of St. Lawrence Martyr, offered the invocation.

Dr. Louis G. Dunn, president of STL, told guests the manufacturing building, to be completed in January, will produce the OGO (Orbiting Geophysical Observatory) series of spacecraft for the National Aeronautics and Space Administration.

SATELLITES
These will be satellites of a standardized design capable of carrying a wide variety of experiments. Their use will greatly reduce cost of certain types of space exploration by obviating the need for tailoring the design of each satellite for given missions.

Mayor William C. Zulegar of Redondo Beach and County Supervisor Burton Chase extended a welcome to STL on behalf of the South Bay community.



7 MAGIC SALE DAYS

Thursday Thru Wednesday
November 2, 3, 4, 5, 6, 7, 8

BLUE SEAL
OLEO MARGARINE
2 POUND CARTONS IN QUARTERS **29¢**



Coconut Surprise, White, Devil's, Yellow
DUNCAN HINES CAKE MIXES
BIG 19-oz. BOX **25¢**

FROZEN DINNERS
BANQUET'S REGULAR ASSORTED VARIETIES **39¢**

DEL MONTE TOMATO SAUCE
BIG 8-OUNCE CANS **14¢**



Halves & Sliced, Yellow Cling
DEL MONTE PEACHES
LARGE NO. 2 1/2 CAN **25¢**



Has the homemade taste of soup that's simmered all day in your kitchen. Includes 4c off label.
LIPTON SOUP MIX CHICKEN NOODLE **2 FOR 27¢**
Nourishing and helps your child drink those important glasses of milk each day. 6-oz. Jar
CHOCOLATE OVALTINE **39¢**
Add fresh bananas, raisins or peaches for that zip in this zippy morning cereal. 10-oz. box
POST OAT FLAKES **29¢**
Your pet will love it. Keeps his coat shiny too. Stock up at this low, low price. No. 1 Can.
VET'S DOG FOOD **3 FOR 25¢**

LADY BETTY. So rich in those important necessary vitamins. Serve your family everyday. Qt.
PURE PRUNE JUICE **39¢**
Rich, tender fruits ready for your delicious quick dessert. Just chill and serve. No. 2 1/2 can
ARCHWAY FRUIT MIX **25¢**
Here's a bleach that works wonders cleaning as well as keeping your sheets white. 10-oz. box
LESTARE DRY BLEACH **49¢**

GOLDEN BANTAM
DEL MONTE CREAM CORN
5 TALL 303 CANS **\$1**

GOLDEN CREME
PREMIUM ICE CREAM
BIG HALF GALLON **69¢**

MURRAY Sugar Wafers, Duplex, Fig, Peanut Butter
ASSORTED COOKIES
3 Regular 10c Package **29¢**

MA PERKINS
NEW POTATOES
TALL 300 CAN **10¢**

KITCHEN CHARM
WAXED PAPER
BIG 100 FOOT ROLL **19¢**

C.H.B. APPLE JELLY or STRAWBERRY JAM
16-oz. Jar **29¢**



8-YEAR OLD DOYLE SPRINGS
STRAIGHT BOURBON WHISKEY
\$3.19 FULL FIFTH

Vintage Dated Imported German
WINES IN CROCK
LIEBFRÄUMLICH JOHANNESBURGER ROSENGARTEN MAY WINE
\$1.25 FIFTH

Distill from 100% Grain
"You won't breathe it to a soul"
Sarnoff Vodka
FULL QUART **\$3.69**



WOLLMANS CARAWAY, JACK, BRICK, CHEDDAR, MUENSTER, LONGHORN
NATURAL SLICED CHEESE
6-ounce Package **29¢**

IMPORTED DANISH DANOLA
SLICED HAM
5-ounce Package **59¢**

VIENNA BRAND
Sliced Pastrami
4-ounce Package **39¢**



MAGIC CHEF
PLENTIFUL
PRODUCE

VINE RIPENED

CUCUMBER
GOLDEN RIPE CENTRAL
BANANAS

